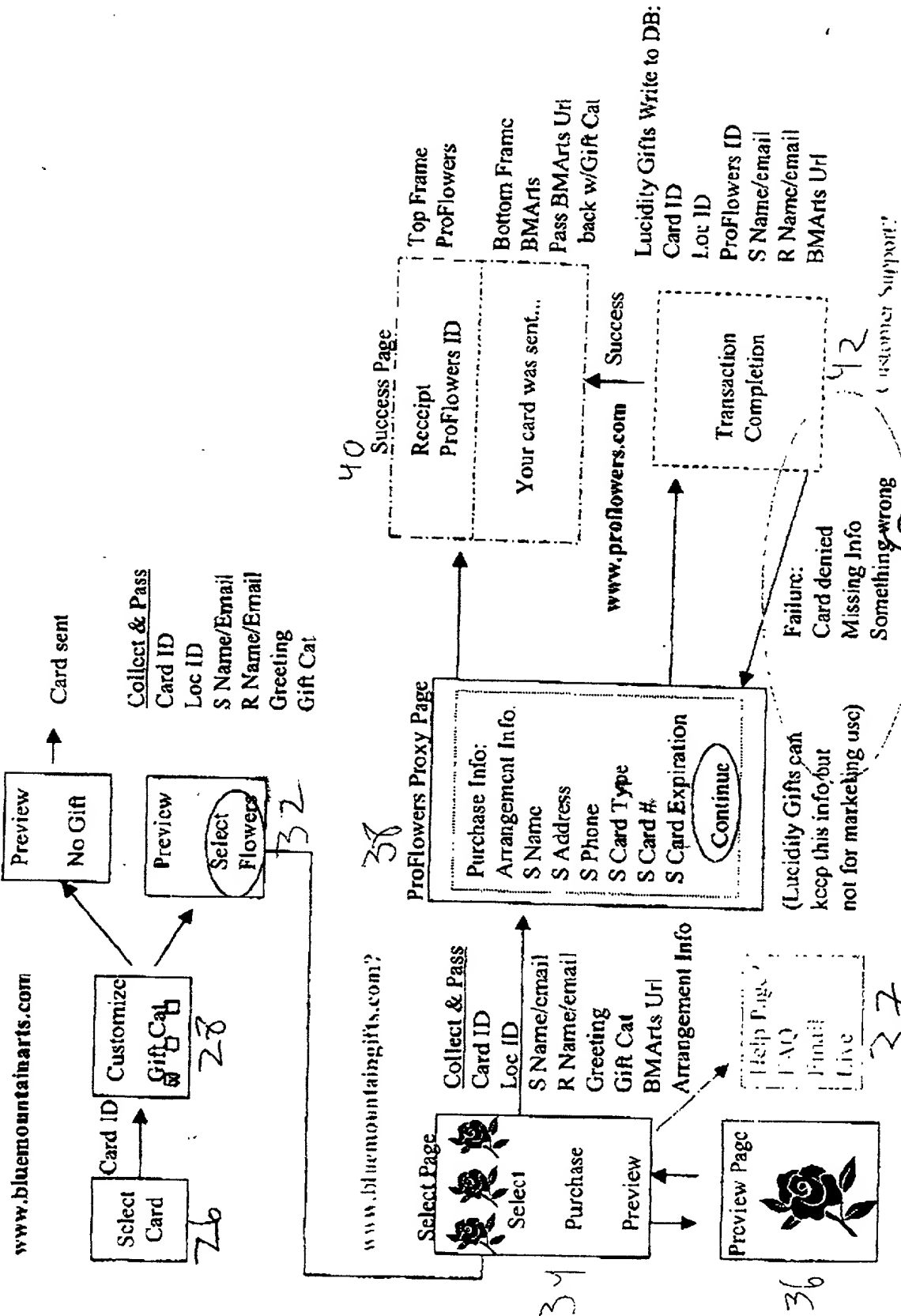


↔ System ↔

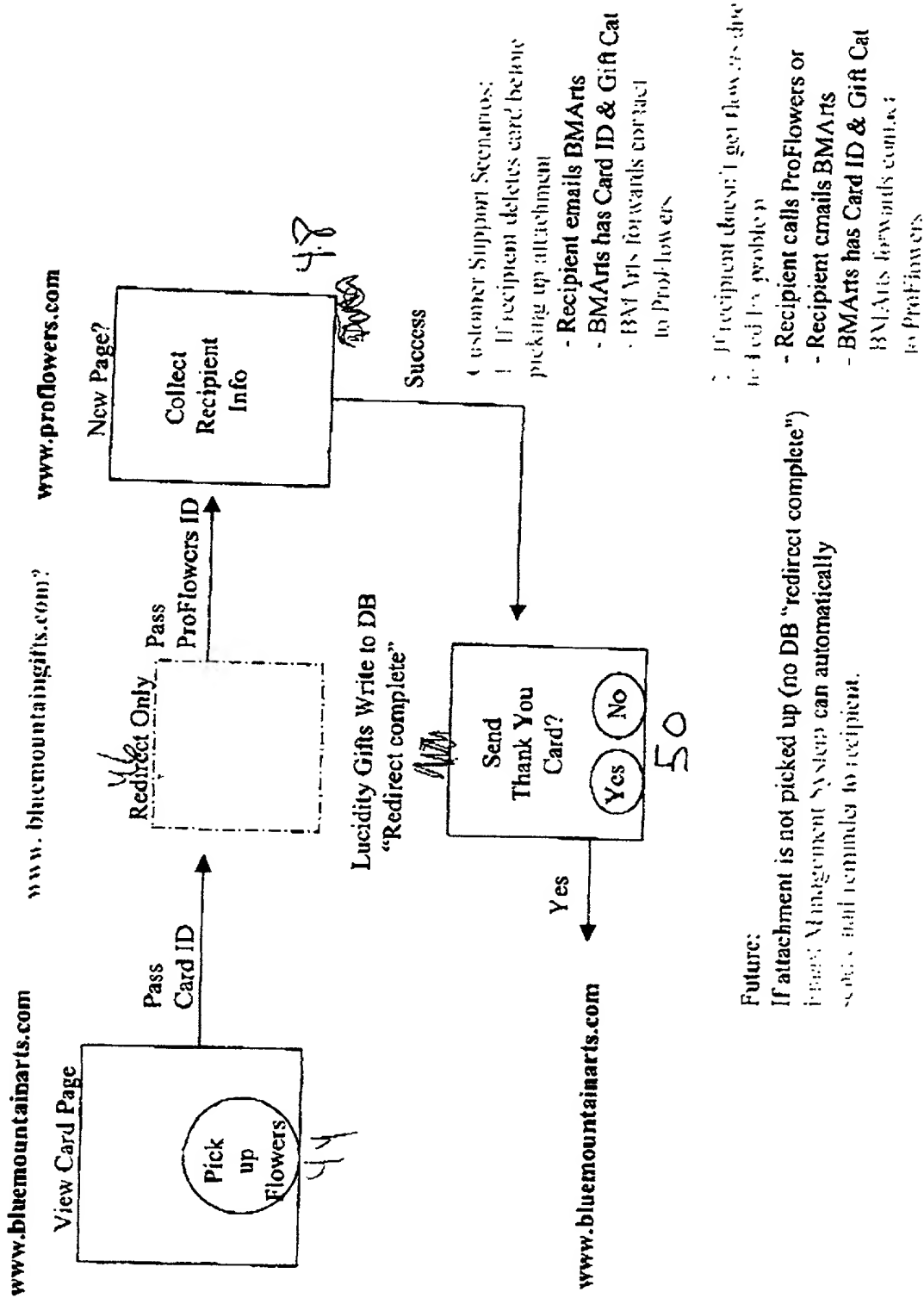
Fig 1

Fig 2

Gift Attachments - Flowers Sender

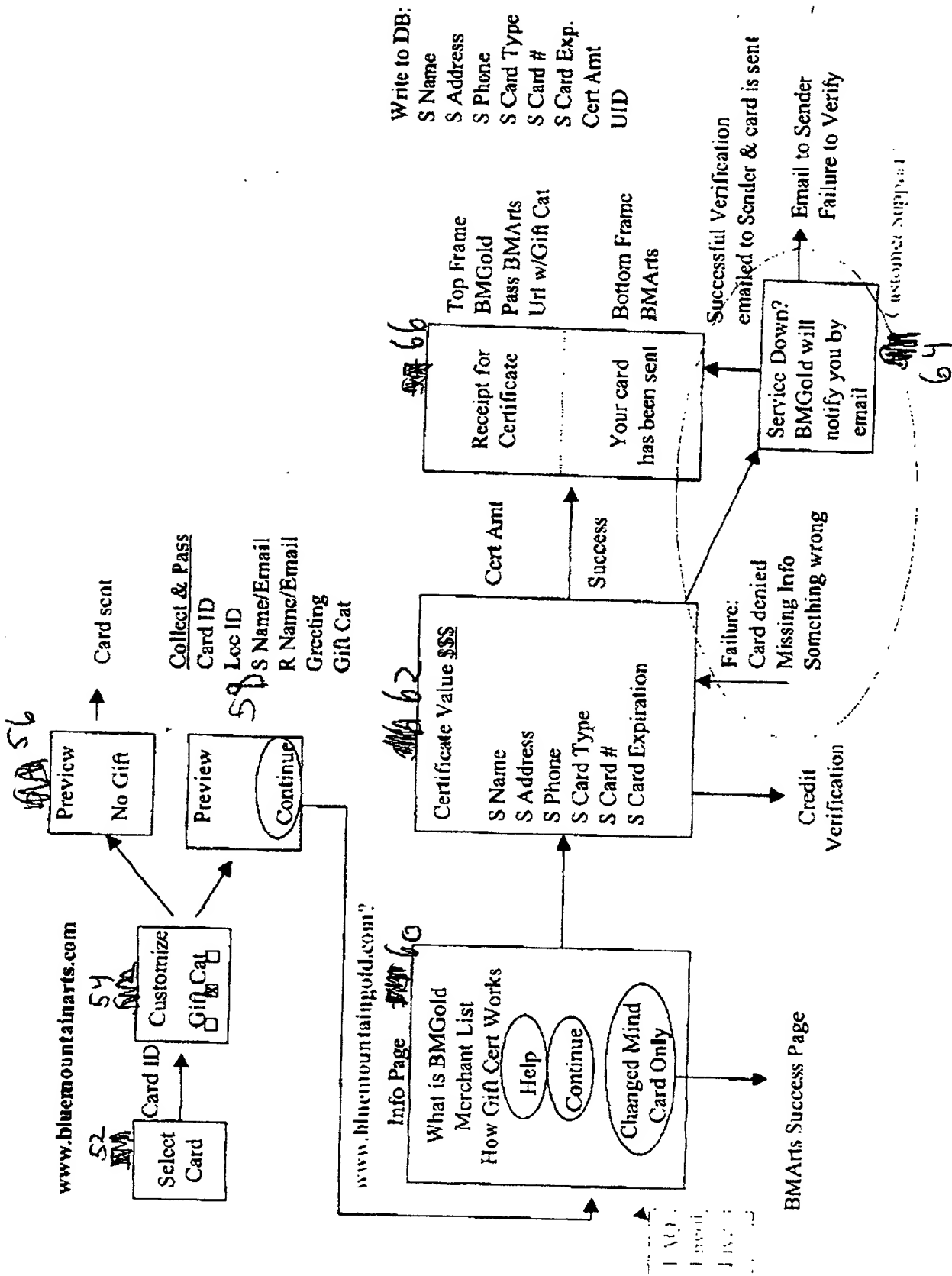


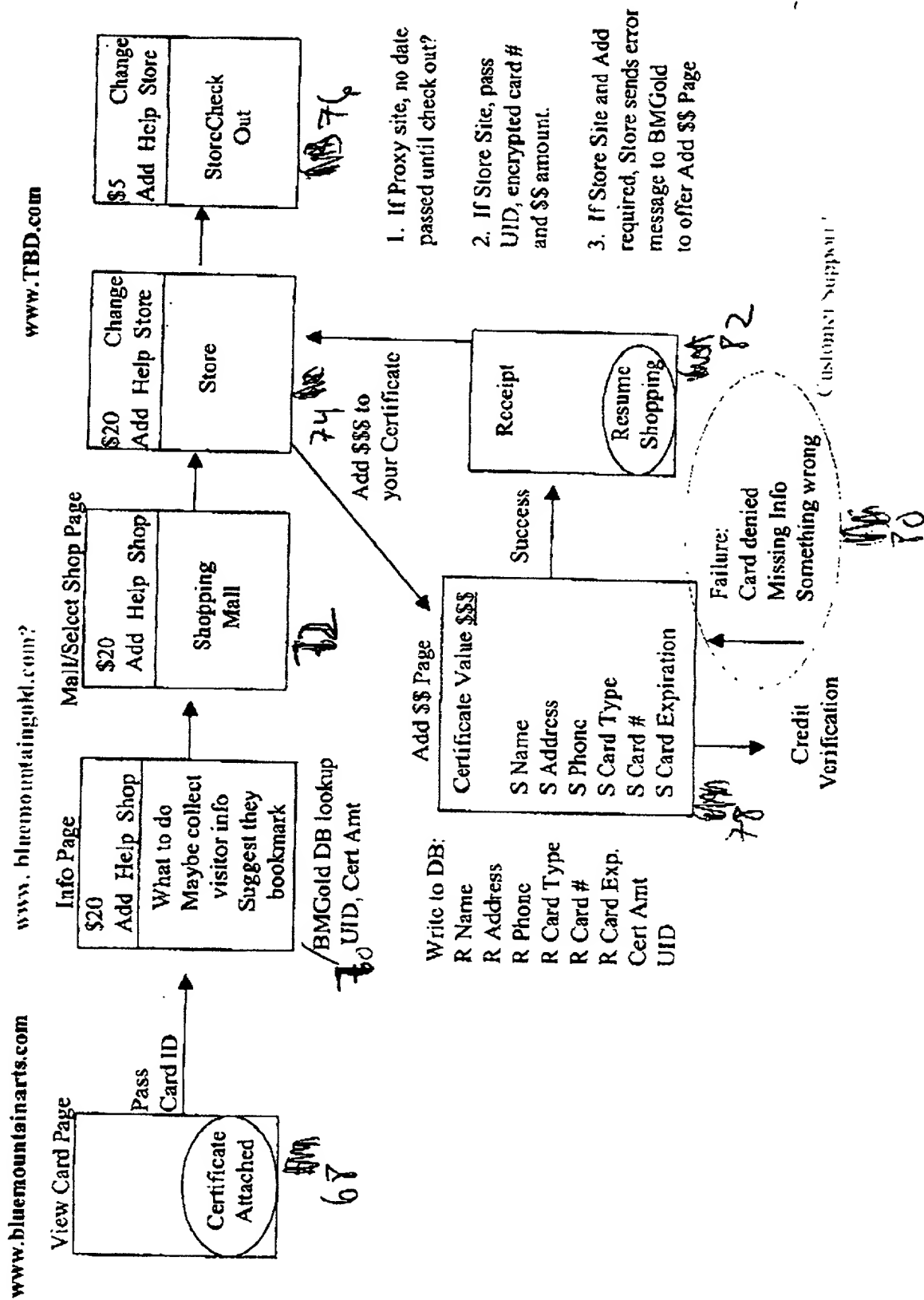
Gift Attachments - Flowers Recipient



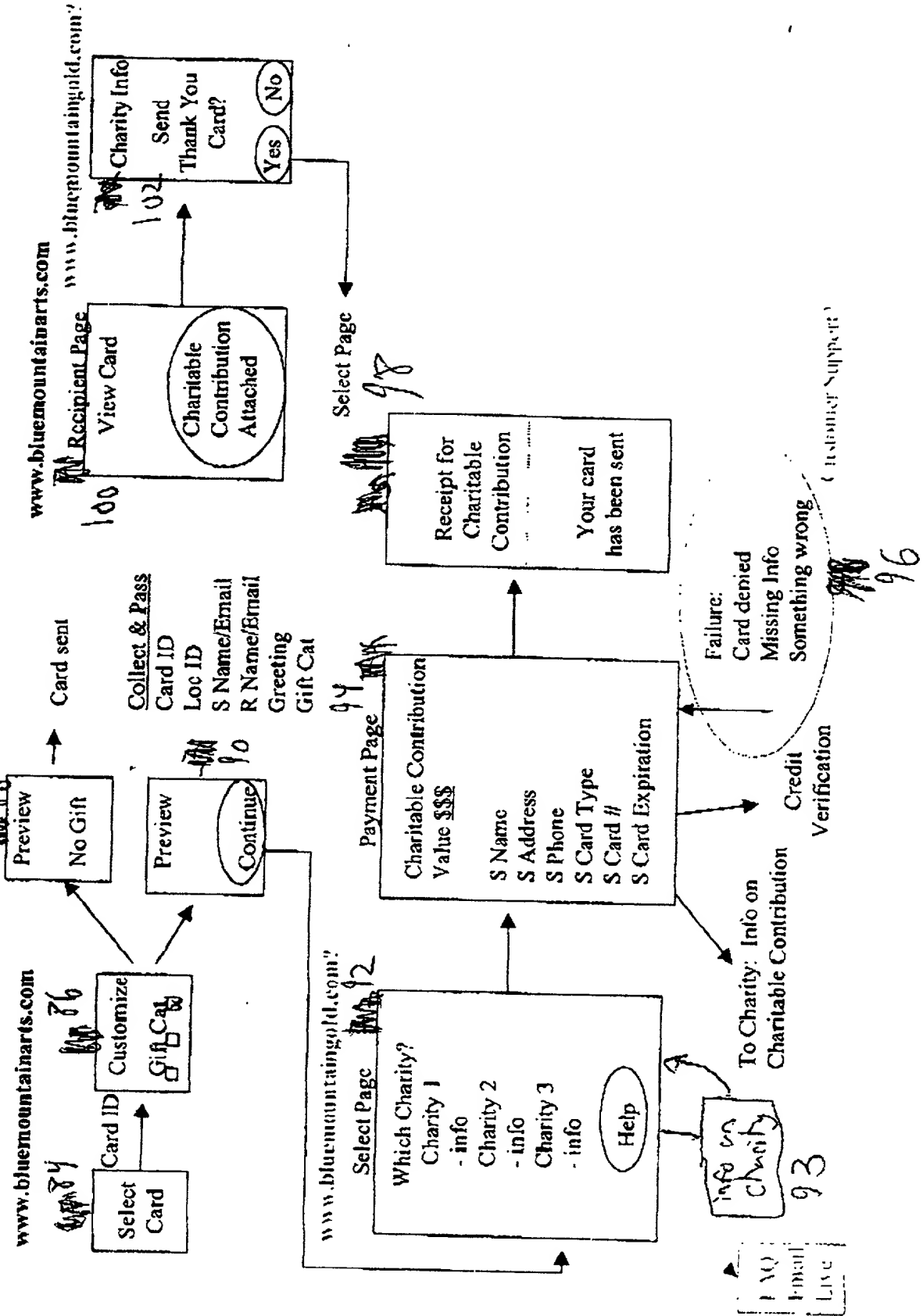
Feb 4 10 33 AM '08

Gift Certificate - Sender





Charity Attachment



Process for Sending Flowers With Blue Mountain Greeting

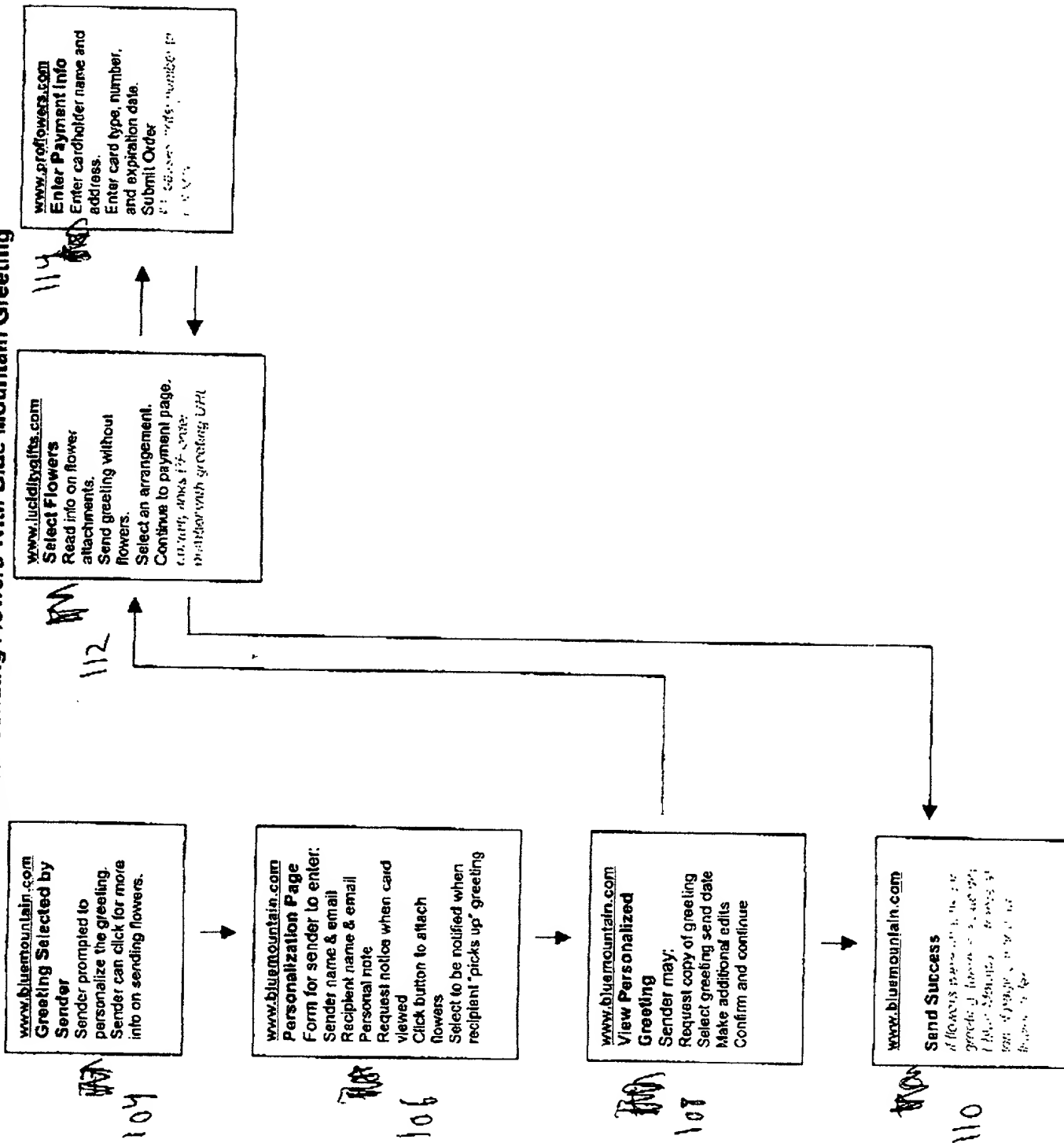
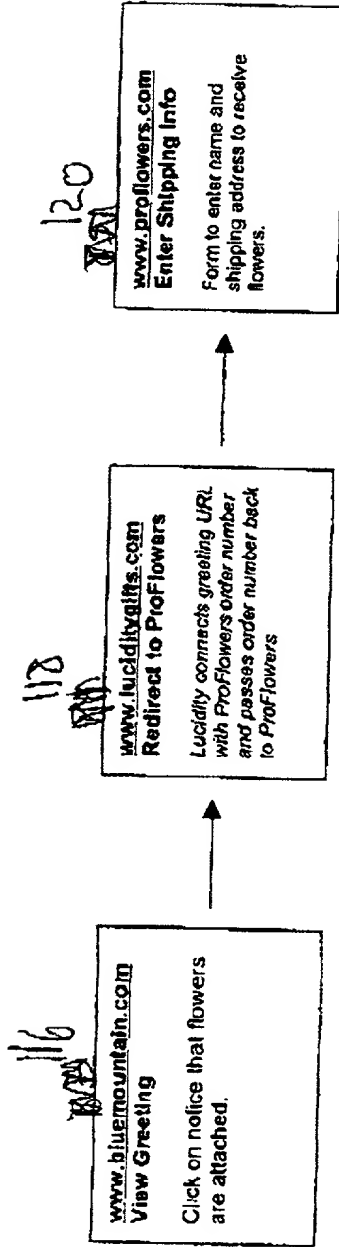


Fig 7

Fig 8

Process for Receiving Flowers With Blue Mountain Greeting



Detailed Flow

1.) Card sent

Site: Blue Mountain (www.bluemountain.com).

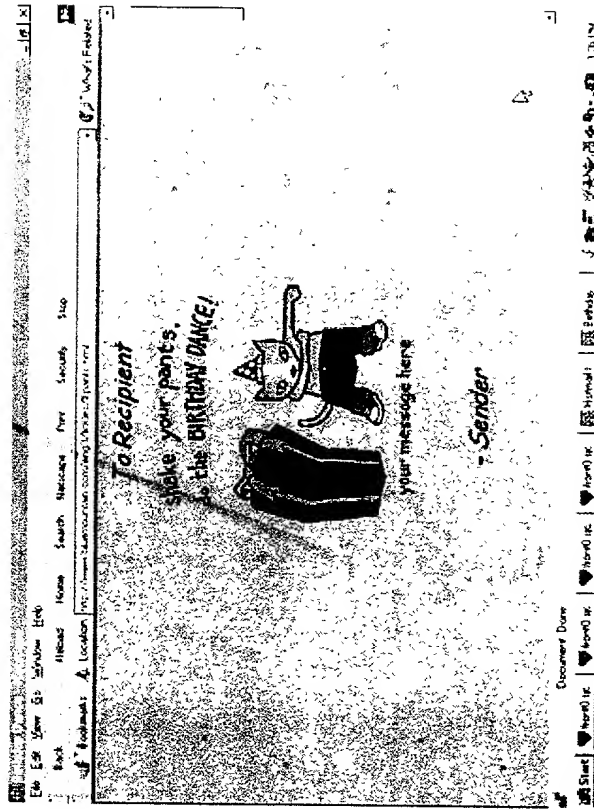
Select a card

Customize the card by entering "to" and "from" info, plus personal note.

Select choice to attach a gift.

Continue to select the specific merchandise.

Fig 9

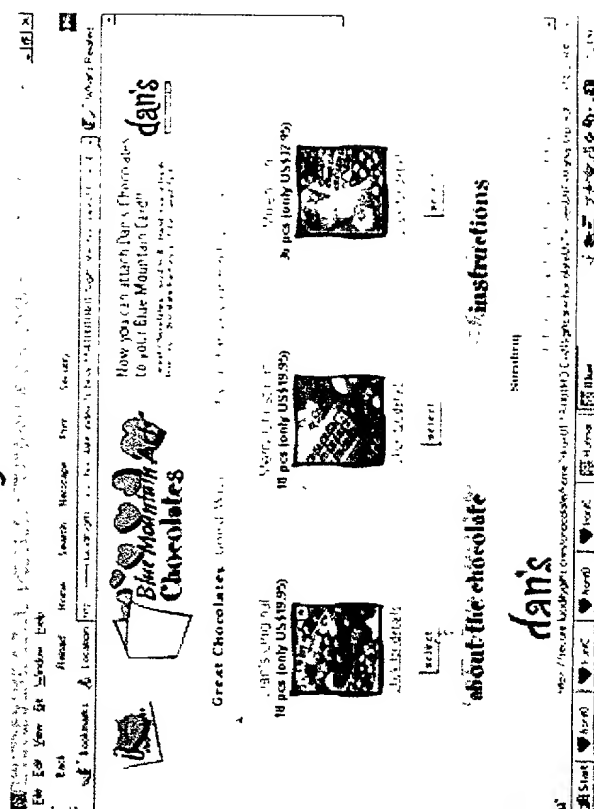


2.) Order selection & detailed information on products

Site: Lucidity

After hitting "continue" above, user goes to a page to select the specific merchandise to attach. This page, along with detailed views of the available products, is hosted by Lucidity.

Fig 10



3.) Initial Order

Site: Lucidity

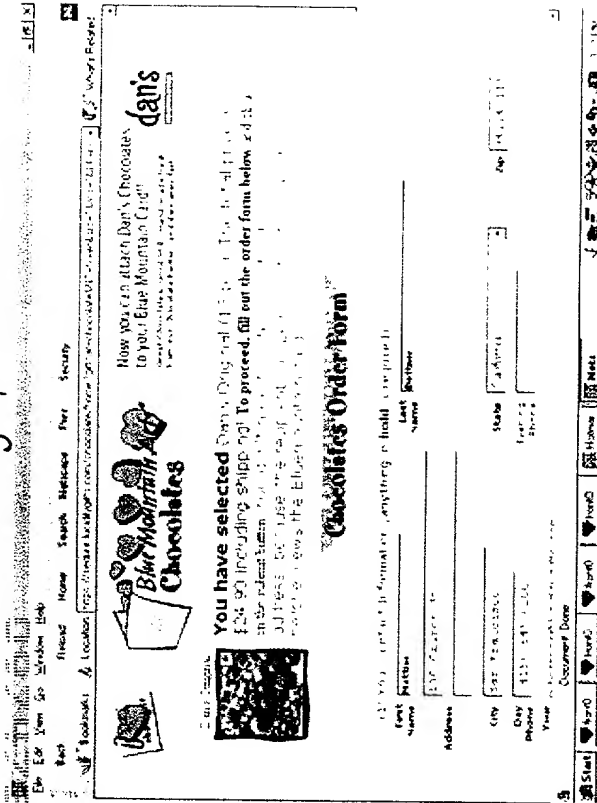
After user makes a selection, the form fields will be validated as specified in table 1. The form data will be posted to this URL on Gift Merchant site:

www.savage-comedy.com/~dans/card/initialize.phtml

Gift Merchant then will return success or failure based on the data submitted. Potential causes for failure are that critical data is not supplied, critical data is incorrect (e.g. the credit card information does not pass verification), or the credit card is denied. Since the result will be posted in response to the submission, the URL mentioned above would be the functional interface to Gift Merchant back end systems. Gift Merchant does the necessary processing behind the scenes and then returns the appropriate return code, where 'status' will be 'OK' if everything is alright or contain a descriptive string (like "Credit Card not approved", or "Zip code is a required field", etc.) upon failure. 'ID' will be present only if the status is 'OK' and will contain the unique identifier used to later complete the order.

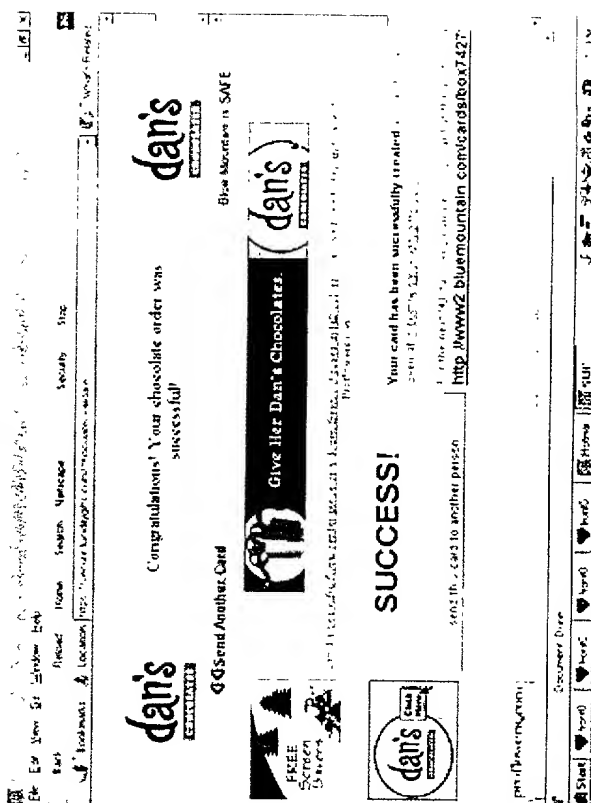
Lucidity will save the ID field and use it to create a URL that the recipient will use to pick up their gift.

Fig 11



The screenshot shows the 'dan's Chocolates' website. At the top, there's a navigation bar with links like 'Home', 'Search', 'Help', and 'Security'. Below this, a banner reads 'You have selected Dan's Only real (100% Pure) Chocolate! To proceed, fill out the order form below.' The form is titled 'Chocolates Order Form' and includes fields for 'First Name', 'Last Name', 'Address', 'City', 'State', 'Zip', 'Day Phone', and 'Fax'. There are also checkboxes for 'Send me a catalog' and 'Send me a card'. A 'Submit' button is at the bottom right. The website's logo and a small image of a chocolate box are visible on the left.

Fig 12



The screenshot shows the 'dan's Chocolates' website after a successful order. The main heading says 'SUCCESS!'. Below it, a message reads: 'Congratulations! Your chocolate order was successful!'. There are two buttons: 'Send Another Card' and 'Give Her Dan's Chocolates'. A small image of a chocolate box is shown. At the bottom, there's a link to 'http://www2.bluemountain.com/cardsbox7427'. The website's logo and a small image of a chocolate box are visible on the left.

Fig 13

Table 1: Data fields sent to Gift Merchant

| Name | Max Len | Requirements |
|------------------|---------|---|
| fromEmail | 100 | valid email address -- <u>someone@subdomain.dom</u> |
| toEmail | 100 | as above |
| fromFirstName | 15 | |
| fromLastName | 20 | |
| fromAddress1 | 30 | |
| fromAddress2 | 30 | optional |
| fromCity | 18 | |
| fromState | 2 | 'AL' to 'WY' (only 50 states) |
| fromZip | 10 | 5 or 9 digits |
| fromPhone1 | 15 | daytime phone -- 10 digits (area code + phone number) |
| fromPhone2 | 15 | optional evening phone (as above) |
| fromCcNumber | 19 | 13 to 16 digits, Amex, Visa, MC or Visa. Should be checked for proper type of card and checksum validity. We can provide this code if needed. |
| fromCcCardholder | 30 | optional but takes priority over 'fromFirstName' + ' + 'fromLastName' |
| fromCcExpMonth | 2 | month as '1' to '12' |
| fromCcExpYear | 4 | year as '1999' to '2006' |
| SKU | varies | string containing product SKU |